



MEDIA CONTACT:

Heather Ripley
Ripley PR
865-977-1973
hripley@ripleypr.com

FOR IMMEDIATE RELEASE

RxEOB Partners with AmWINS Rx to Provide Mobile Patient Rx Support

Technology provider and pharmacy benefit manager partner to develop mobile app

RICHMOND, Va. – May 17, 2016 – [RxEOB](#), an industry leader in supporting member engagement applications for pharmacy benefit management companies, has partnered with pharmacy benefit manager [AmWINS Rx, an AmWINS Group Benefits, Inc. company](#), to create an all-new mobile pharmacy benefits application. The AmWINS Rx member application incorporates selected modules from RxEOB's innovative personal mobile pharmacy benefits application, emWellics®.

“We partnered with AmWINS Rx more than a year ago to develop two MyDrugBenefit™ portals – one that supports commercial lives and another that supports patients that are Medicare eligible – and the mobile app was a natural next step,” said Dan Heneghan, vice president of marketing and sales for RxEOB. “In terms of communicating in today’s environment, we have a mobile society with a mobile mindset. Patients want to be more engaged in their care, and often the best way to create powerful, personal connections is through a smartphone or other mobile device. Having an app available for patients is a necessity if you’re trying to achieve the Triple Aim goals of better access, lower costs and better quality for your members.”

The AmWINS Rx app uses configurable mobile modules from RxEOB’s emWellics® app, designed to help members save on their medication. Additionally, the app allows AmWINS Rx members to view their ID cards, find in-network doctors and pharmacies based on location, as well as look up claims and research their most affordable drug options. These features are similar to those of RxEOB’s emWellics®, which grants users the ability to find drug pricing estimates and therapeutic medication options that enable them to save money when purchasing their medications.

“We’re always looking to lower costs and deliver a higher quality of care for our members, and we’ve had a lot of demand for a mobile application,” said Michael Hajdun, executive vice president of PBM Services at AmWINS Rx. “Our previous relationship with RxEOB combined with their experience in mobile applications made it easy for us to work closely together and assist with app development, integration and implementation. We know this will be a huge benefit to our members for the foreseeable future.”

The AmWINS Rx app will be available for download on Android and Apple mobile devices summer 2016.

About RxEOB

For 15 years, RxEOB has been assisting health care professionals and patients improve the information needed to buy and adhere to prescriptions. Offering pharmacy benefit analytics, portals, mobile applications and reporting, RxEOB's products help health plans and pharmacy benefit management companies engage patients for better pharmacy utilization and adherence. For more information on how RxEOB can help reduce your overall health care costs, please visit www.rxeob.com, or call 888-648-0989, extension 226.

About AmWINS Group, Inc.

AmWINS Group, Inc. is a leader in the specialty insurance distribution industry with expertise across a diversified mix of property, casualty, group benefits and specialty insurance products. AmWINS also offers value-added services to support its products, including product development, underwriting, premium/claims administration and actuarial services. For more information, please visit www.amwins.com or any of the company's social media pages, including [Facebook](#), [LinkedIn](#) and [Twitter](#).

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